

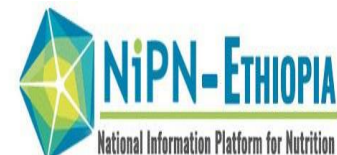
Scientific Evidence Communication

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Bringing Evidence to Decision Makers



What is Evidence Communication?

It is the process of sharing scientific findings and research results with various audiences, from the public to policymakers, in an understandable and actionable way.

- **Importance:**

- Ensures research is accessible and used in real-world decisions.
- Helps stakeholders make informed choices about public health, policy, and industry.



Why is Evidence Communication Important?



Bridges Knowledge Gaps: Ensures scientific knowledge is shared beyond academia.



Informs Decision-Making: Evidence is key for shaping policies and interventions.



Engages the Public: Helps non-experts understand complex issues and the impact of scientific discoveries on daily life.

Key Principles of Effective Evidence Communication



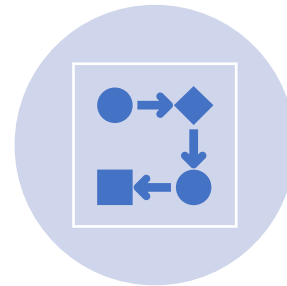
Clarity: Use simple, clear language to avoid jargon and ensure the audience understands.



Relevance: Tailor the communication to the audience's needs and interests.



Credibility: Use reliable data and sources to build trust and avoid misinformation.



Visuals: Use infographics, charts, and visuals to simplify complex data.

Tools for Effective Evidence Communication



Infographics: Visually summarizing data to make it digestible and engaging.



Publications: Writing articles, blogs, or reports that translate research findings for a wider audience.



Social Media: Platforms like Twitter, LinkedIn, and Instagram to reach a larger, non-scientific audience.



Presentations: Using slides, videos, and interactive content to share key messages during talks and webinars.

A vibrant watercolor illustration of a butterfly, rendered in shades of purple, pink, orange, and blue. The butterfly is positioned centrally, with its wings spread, and is surrounded by a soft, ethereal glow. The background is a light, warm peach color, and the overall composition is framed by a white rectangular area.

Thank
you